northern telecom

A guide to style and concise writing

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A uniformity of format, a minimum standard of quality and effective communications are the basic goals of a style book. The rules and guidelines contained in this book govern methods of communication, not the content of communications.

A style book cannot teach you to write. It can, if used properly, improve your writing through a consistency of quality and accuracy of expression.

Inefficiency arises from the poor use of language. The person who fails to express himself clearly is wasting his own time and that of other people. He is also jeopardizing the success of the enterprise.

If a communication does not inform, persuade or instruct effectively in the brief time it claims the reader's attention, it has failed. If your writing is vague or ambiguous, it will fail.

Conveying ideas effectively--so that others are persuaded by them and act upon them--is a business and social activity of paramount importance.

A concern for words will make your writing understandable and effective. Rarely is there more than one right word to express exactly what you want. See that you get the right one.

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- jot down your thoughts
- decide on your main idea
- choose a suitable pattern of organization
- keep your reader in mind
- do not be afraid to express your individuality
- write vigorous sentences
- edit ruthlessly

There are no quick solutions to writing. You must develop writing skills by practice. But there are principles you can learn and follow. Here are seven steps that should help you in writing letters, memorandums, reports, and presentations.

Step 1. Jot down your thoughts

Before writing, list the points you want to make in your letter, memorandum, report, or presentation.

Step 2. Decide on your main idea

Examine the points you have jotted down to determine what single idea brings them together.

Sometimes this idea may be specific. ("A donation of $5,000 should be made to the City Center.") At other times it may be general. ("I will make four points about corporate procedures.") This main theme should be as specific as possible. It will unify all your disparate ideas and give coherence to your presentation.

You may wish to include this statement in your introduction. One excellent place to put your argument is in the opening sentence of the document.

For example, you might begin a report: "The computer equipment in the recently-acquired Alabama plant is obsolete and should be updated." This assertion makes your argument unmistakably clear to your reader.

Step 3. Choose a suitable pattern of organization

If it's complicated, outline it first. An outline--followed possibly by a rough draft--will help you clarify those first, fuzzy ideas. Your opening sentence will almost write itself if you know beforehand the main points your message should cover.

Once you have your key idea, you may organize your main points into one of the following patterns.

Stages in process Use this when you want to describe some process (e.g., temporal or operational). Divide your material into the different steps in the sequence.

Geographical areas Choose this if you are describing things by location (e.g., by country or by plant). Discuss one location at a time, in whatever sequence seems best.

Recommendation followed by a series of reasons or several reasons leading up to recommendation This form is best suited to reports, memorandums, or presentations, in which you are arguing for something. (One useful approach is to divide your discussion into (1) What we want to do; (2) Why we want to do it; (3) How we propose to do it; and (4) When it can be done.)

Order of importance When you have a series of points to make, but they do not fit into any one of the above categories, simply develop the points one-by-one. You may want to move from the most important to the least important point, or you may begin with the least important and build toward the most significant idea.

These patterns do not represent all the types available to you. But they do suggest some ways of logically organizing your thoughts.

Note: Your main idea will suggest the pattern you choose.

Example: If your main idea is that "NT needs to define its video equipment standards," you might divide your presentation into a recommendation followed by three supporting points:

1. need for company to define video equipment standards (recommendation)
2. at present, three incompatible formats used
3. adopt simple standard: ½" Color VHS
4. immediate implementation

Subheadings that bring out your pattern of organization are useful in longer documents. The list of points that you compile at this stage may serve as subheadings.

Step 4. Talk to your readers in terms of their interests

A good writer anticipates the reader's reaction to every word, phrase, and idea.

Be polite but conversational. This is especially important in business letters. They can become dreadfully stilted. Without resorting to slang, write as you would speak. If you want to know something, ask a question. "Do you mean last year's model?" is far better than "We would appreciate it if you would advise us whether or not it is last year's model to which you are referring."

Speak to the reader in his language: if you use statistical or technical material, make sure that the reader understands it. Use words he is familiar with. In this way you will clarify your ideas for him.

Step 5. Do not be afraid to express your individuality

Do not be afraid to express your individuality as long as you are writing courteously and clearly. In the right place, a wry expression or a brief aside will add a personal flavor to your writing. But don't strain to be funny or smart.

Step 6. Write vigorous sentences

Vary your sentences to reflect your thought.

When your ideas are simple and straightforward, use short, emphatic sentences. These are effective because your reader can easily grasp them.

When you wish to show a relationship between ideas, connect your thoughts in longer sentences. The linking word (e.g., and, but, because, which) indicates how the ideas are related.

Tip: Many writers overuse the lengthy sentence. If this is your problem, try to express your thoughts in short, straightforward statements. Examine any sentence that is longer than 15 words. See if it can be split or rendered more concisely.

Your sentences will also be more vigorous if you use verbs in the active voice instead of the passive. "The company ordered an SL-1," rather than "An SL-1 was ordered." See p. 11 for a discussion of active vs. passive verbs.

Step 7. Edit ruthlessly

When you have completed a draft, rework it to make it clearer and more concise.

To achieve conciseness, ~~go through your entire rough copy and~~ delete all ~~the~~ words, phrases, ~~sentences,~~ and paragraphs, ~~and even sections of your presentation~~ that add no meaning.

Make substitutions. Replace ~~expressions that take too long for you to get your meaning across~~ long-winded expressions with shorter versions.

Don't say the same thing twice. For examples of this tendency, see p.8.

To achieve clarity, eliminate the following:

(✓) jargon

Turn jargon into plain English. Don't say "access" if you mean "obtain," or "leadership efforts" when you mean "achievements." For examples of preferred simple phrases, see p.6.

(✓) exaggeration

Do not try to impress people with words that exaggerate your meaning. Words like "too," "much," "very," and "superb" should be omitted when they overstate your ideas.

(✓) clichés

Omit well-worn expressions (e.g., "the grass is greener in our industry"). See p.7.

(✓) noun clusters

Break up phrases such as "clear product focus" and "telephone sales managers' convention workshop."

These expressions become "the strength of our products" and "the workshop for telephone sales managers."

(✓) vague words

Clarify the meaning of overly general words like "communication" and "system."

If you follow these seven steps, your writing should be clearer and more effective.

- picking simple words
- clichés
- redundant words
- incorrect expressions
- troublesome possessives
- splitting an infinitive
- ending with a preposition
- active vs. passive
- tricky distinctions
- words and phrases commonly confused

Picking simple words and phrases:

Every occupation has its special terminology. Often, in describing something in telecommunications or manufacturing, there is no substitute for a technical term.

Such technical words are, of course, a necessary part of the language. However, there is a great deal of unnecessary business jargon. Flowery words and phrases only clutter a message. They make your meaning hard to grasp. When either of two words or phrases is possible, always pick the shorter, simpler expression.

Below in the left column, are some words and phrases to avoid. Whenever possible use the more direct equivalent in the right-hand column.

Instead of	Write
accomplished	done
accumulated	gathered
acquaint you with the facts	inform you or tell you
ascertain	learn
assistance	help or aid
at the present time	now
at an early date	soon
attached please find	attached is or here is
cost-wise it ...	its cost
communicate with	write to or speak to
enclosed with the letter	enclosed
facilitate	make easy
for the reason that	since or because
in compliance with your request	as requested or as you asked
in consideration of	because
in the near future	soon
in the amount of	for
in order to	to
inquire	ask
in regard to	about or regarding
in view of the fact that	since

it is apparent that	apparently
meets with our approval	we approve
notwithstanding the fact that	even though
on more than one occasion	occasionally
on behalf of	for
over the signature of	signed by
previous to or prior to	before
there is no question but that	undoubtedly
subsequent to	after
under the date of	dated
until such time as	until
utilize, utilization	use
we would appreciate it if	please

Clichés:

Clichés are a temptation, particularly when you want to write informally and perhaps colorfully. But good writers avoid clichés because they are stale. They no longer convey much meaning and often bore the reader.

> Poor: We aren't going to get to first base with this program.

The imagery, taken from baseball, is so familiar that it's no longer colorful.

> Better: This program will fail.

Clichés often involve figures of speech that are inappropriate.

> Poor: If you are going to meet your sales quota, you'll have to keep your ear to the ground for new customers.

This would be appropriate, perhaps, if your customers happened to be worms or gophers.

Other clichés are confusing or fuzzy in meaning.

> Poor: We have all been "driven up the wall" by that last price increase.

Does that phrase mean we were annoyed, angry, irritated, unnerved, made busy, confused--or what?

Clichés easily get mixed together--often with disastrous results.

> The sales manager told him he would have to keep his nose to the grindstone and his eye on the ball.

Aware that most comparative descriptions, e.g., blind as a bat, busy as a beaver, are clichés, some writers struggle to find fresh comparisons. This is a waste of time. You will say what you mean vividly by dropping the comparison and just stating the situation.

Don't write: He is blind as a bat.

Write: He is blind. (Or nearsighted, if that's what you really mean.)

Don't write: I've been busy as a beaver.

Write: I've been busy. (Or very busy, or extremely busy.)

Redundant words:

Redundancy means using more words than are needed. It often amounts to unintentionally saying the same thing twice. Here are some examples.

Instead of:	Write:
absolute necessity	necessity
ago since	ago
blame it on	blame
by and large	generally
consensus of opinion	consensus
do it over again	do it over
divide up	divide
Dr. J.L. Jones, MD	Dr. J.L. Jones or J.L. Jones MD
early on	early or earlier
equally as	equally
focal point	point
for free	free
for sure	sure or surely
free gift	gift
general consensus	consensus
he alone is not the only	he is not the only
if and when	if or when

in any way, shape or form	at all
kind of a	kind of
knots per hour	knots
limited only to	limited to
no other alternative	no alternative or no choice
more preferable	preferable
opening gambit	gambit or opening move
outside of	outside
postpone until later	postpone
sales set a new record	sales set a record
the reason is because	the reason is or because
referring back	referring
repeat over again	repeat or do over again
settle by mutual agreement	settle or agree to or reach agreement
start out on	start
up until	until
very unique	unique
was a former soldier	is a former soldier or was a soldier

Incorrect expressions:

It is impossible to compile a complete list of faulty expressions, but here are a few common ones.

Instead of:	Write:
12 a.m. or 12 p.m.	12 noon or midnight
alright	all right
as per	according to
finalize	finish or make final
must of	must have
try and	try to

Troublesome possessives:

A modifier should be as near as possible to the word it modifies.

Wrong: The general manager's reservations, who will be staying in Montreal for three days, were made last week.

Right: The general manager, who will be staying in Montreal for three days, made his reservations last week.

A possessive can be ambiguous. "The personnel manager's file" could mean a file owned by the personnel manager or a file about the personnel manager.
Solution: Write "a file on the personnel manager" (or some other variation) depending on your meaning.

Splitting an infinitive:

Interposing an adverb between "to" and the infinitive it governs is known as "splitting an infinitive."

Split: To diligently serve
Unsplit: To serve diligently

Generally speaking, you should avoid splitting infinitives--not because there is an old rule against it, but because there is usually a better way of saying what you want to say.

Poor: If he wants to seriously tackle the job, he should get to work on time.

Better: If he wants to tackle the job seriously, he should get to work on time.

Or avoid the infinitive form entirely:

If he is serious about tackling the job, he should get to work on time.

Ending with a preposition:

Prepositions are words which connect nouns or noun equivalents with other words. Prepositions indicate a positional, directional, or temporal relationship.

That ancient rule of grammar, "Never end a sentence with a preposition" is no longer considered a good rule. Today you may place a preposition where it would sound the best in conversation, even at the end of a sentence. In more formal writing, however, do not place the preposition at the end of the sentence: put it elsewhere in the sentence or eliminate it entirely.

Poor: A car is a good vehicle to pull a trailer with.

Acceptable: A car is a good vehicle with which to pull a trailer.

Better still: avoid the prepositional problem: A car is a good vehicle for pulling a trailer.

Active vs. passive verbs:

Many people would write more vividly if they made a conscious effort to use active verbs instead of passive ones. Remember that people cause things to happen. Things don't just happen by themselves. In your writing, tell who caused something to occur. You'll be giving the reader more information.

Don't write: Orders were placed . . . .
Write: We ordered . . . .

Don't write: A banquet was arranged . . . .
Write: They arranged a banquet . . . .

Don't write: A good time was had by all.
Write: Everybody had a good time.

Exceptions: Use the passive when the doer of the action is less important than the receiver of the action.

Acceptable: Eleven handsets were ordered for delivery to his warehouse. (In this context, it's immaterial who ordered the handsets.)

Acceptable: Jones was elected. (Here, though, he is the receiver of the action, rather than the doer. The fact that it is Jones who was elected is more important than the nature of the electorate.)

Tricky distinctions:

I or me, he or him, she or her, we or us, they or them?

As subject pronoun: I, he, she, we, they.
As object pronoun: me, him, her, us, them.

Use "I" when the pronoun is the subject of the sentence or phrase.

Wrong: Bob and me joined the company the same year.
Right: Bob and I joined the company the same year.

Wrong: It's me who is to blame for that mistake.
Right: It's I who am to blame for that mistake.
Even Better: I am to blame for that mistake.

Use "me" when the pronoun is the object of a verb or a preposition.

Wrong: He gave Bob and I a ride.
Right: He gave Bob and me a ride.

Wrong: He can ride with Bob and I.
Right: He can ride with Bob and me.

You can test a sentence by deleting the other person's name. You wouldn't write "He gave I a ride." Nor would you write "He can ride with I." Don't be fooled by the inclusion of "Bob and."

Use "him," "her," "them," etc., where they are called for.

Wrong: I wrote to Bob and he.
Right: I wrote to Bob and him.

Wrong: She went with the Johnsons and they.
Right: She went with the Johnsons and them.

Do not try to avoid the problem by substituting the reflexive pronoun (myself, himself, themselves, etc.).

Wrong: He gave Bob and myself a ride.
Right: He gave Bob and me a ride.

Wrong: He spoke to the boss and ourselves.
Right: He spoke to the boss and us.

The "I" or "me" problem also arises after the conjunction "than" when the second verb of a sentence is omitted.

Problem: He was with the company longer than ("I" or "me").

"I" is correct in this case because it is the subject of the implied verb "was."

Right: He was with the company longer than I (was).

However, "than" may also connect a phrase where the pronoun is the direct or indirect object of the one verb.

Problem: The new filing system gave us more trouble than ("them" or "they").

Here the pronoun "them" is right because it is the indirect object of the verb that is implied.

Right: The new filing system gave us more trouble than (it gave) them.

Similarly:

Problem: The humidity makes Betty more uncomfortable than ("I" or "me").

Here the pronoun "me" is right because it is the direct object of the implied verb.

Right: The humidity makes Betty more uncomfortable than (it makes) me.

Lie vs. lay: Lie is an intransitive verb, i.e., it doesn't take an object.

I think I will lie down.

Lay is a transitive verb--i.e., it requires an object.

Please lay the book on the desk.

However, some people get confused because "lay" has a second use--as the past tense of "lie."

Correct: Yesterday, I lay down for an hour.

Consequently, people misuse lay as a present tense intransitive verb.

Wrong: If you are tired, lay down and rest.
Right: If you are tired, lie down and rest.

It will help if you memorize the verbs this way:

I lie down.	I lay the book down.
I lay down.	I laid the book down.
I have lain down.	I have laid the book down.

If vs. whether: Many people use "if" and "whether" as though they were interchangeable. They are not. "If" implies a condition.

If he is smart, he will get there early.

"Whether" poses the possibility of two alternatives.

I don't know whether he is at work or at home.

A good rule: When in doubt, try adding the words "or not;" if they can be added, you should use "whether." If they don't seem to fit, you probably should use "if."

I don't know whether he's home (or not).

But:

I think I'll go to the picnic if the rain stops. (The words "or not" do not fit here.)

Like vs. as: "Like" is one of the most commonly misused words because many people mistake it for a conjunction. They say "like" when they should say "as."

Wrong: Winston tastes good like a cigarette should.
Right: Winston tastes good as a cigarette should.

Wrong: It looks like it will snow.
Right: It looks as if it will snow.

But "like" can be correctly used as a preposition.

Right: She looks like her mother.
Right: I want to be like him (not "like he is").
But: I want to do as he does.

A good rule of thumb: If a verb follows or is implied, the conjunction should be "as." If not, "like" is probably correct.

Singular vs. plural with each, all, both, more, any, etc.: It's easy to confuse singular and plural when you are using indefinite pronouns: each, everybody, all, both, few, etc.

Most people use indefinite pronouns correctly in simple constructions:

Wrong: Each of the clerks have a desk.
Right: Each of the clerks has a desk.
("Each" can also be used as an adjective, e.g., "Each clerk has a desk.")

Wrong: All the telephones is in stock.
Right: All the telephones are in stock.

But when another pronoun is used to refer to the indefinite pronoun, people forget to be consistent:

Wrong: Each of the clerks has their own desk.
Right: Each of the clerks has his own desk.

Some indefinite pronouns are always singular: another, anybody, anything, each, either, everybody, everyone, everything, much, neither, nobody, nothing, one, somebody, someone, something.

Either of the trucks is powerful enough for the job.

Some indefinite pronouns are always plural: both, many, several.

Several are missing.

Some indefinite pronouns may be singular or plural, depending on the context.

Some of the grain (singular) is not harvested yet.
Some of the orders (plural) have already been shipped.
All the grain (singular) is in storage.
All the orders (plural) arrived in good condition.

The indefinite pronoun "none" is a special case. It is derived from "not one" or "no one." Strictly speaking it is singular, but modern writers often use it as a plural. Your best rule here is to use a singular or plural verb with "none" according to what seems logical or comfortable to your ear.

Right: None of the men has (singular) a hat on.
Right: None of the men have (plural) hats on.
Right: None of the newspapers are publishing on Christmas Day.
Right: None of the newspapers is publishing on Christmas Day.

Singular vs. plural with special nouns: Some nouns look plural but are actually singular. Many of these are words designating an area of study: acoustics, ballistics, economics, aesthetics, mathematics, mechanics (the craft, not the people), phonetics, etc.

Treat these words as you would any other singular nouns.

> Right: Politics is the art of the possible.
> Right: Economics is one subject I never studied.

Some collective nouns are singular or plural, depending on whether they are referred to as a unit (singular) or a group of individuals (plural).

> Unit: The enemy is losing the war.
> Individuals: The enemy are poorly armed.

That vs. which: For practical purposes, it is safe to reserve the relative pronoun "which" for non-restrictive clauses, i.e., clauses separated by commas, not essential to the basic meaning.

> The file, which I had never seen before, had my name on it.

Use the relative pronoun "that" for restrictive clauses, i.e, clauses without commas, essential to the basic meaning.

> The file that was destroyed was the very one I needed.

Were vs. was: People who do not understand the subjunctive use of "were" understandably feel confused or ill at ease when attempting to use it correctly.

Here is the basic rule: If you are supposing something that is untrue, or something that is probably not true, use the subjunctive "were."

> If I were the king I would make you my queen.
> If he were going to resign, he would hardly be planning to attend the banquet.

If you are merely speculating on an uncertainty that could well be true, use "was."

> If he was on the train, I wasn't aware of him.
> If it was last year's model, it had a lower serial number.

Words and phrases commonly confused:

The following list points out distinctions between words which are or seem similar and words whose use and meaning change depending upon the context.

ability is the power to perform; capacity is the power or ability to receive, contain, or absorb.

abjure is to put aside, forego or renounce; adjure is to entreat or solemnly direct.

accompanied by (a person); accompanied with (another object).

accused by (a person); accused of (a wrongdoing).

act as means to take the part of; act like means to imitate.

adapt means to make suitable; adept means expert; adopt means to make one's own.

adherence is mental attachment; adhesion is attachment.

adverse is harmful; averse means unwilling.

advice is a noun; advise is the verb.

aegis does not mean jurisdiction, but protection; as "under the protective wing of . . . ."

afflicted with (not by) worries or debts.

Afrikaans is the language; Afrikaner is a South African person; Afrikander is a breed of cattle.

aggravate means to make worse; annoy means to irritate.

agree on (a plan); agree to (a proposal); agree with (a person or argument).

allow is less positive than permit.

allusion is a reference to something; delusion is a false belief; illusion is a deceptive image.

already means beforehand; all ready means fully prepared.

alternate means substitute; alternative means either of two things.

---

angry about or angered by (a situation); annoyed by (a pest); annoyed with (a person). (Do not say annoyed over).

anxious (about, for, or to) conveys worry; desirous of means merely wanting.

apt means habitually suited; liable means legally bound; likely conveys ordinary probability. Do not say "He is liable to catch a cold."

audiences gather to listen; spectators gather to watch.

balance is an excess on one side of an account; remainder is what you have left after subtracting one amount from another.

behalf You work on behalf of the company as its agent, but in behalf of a charity as a volunteer.

beside is a preposition meaning next to; besides is an adverb meaning moreover and a preposition meaning in addition to.

between You divide something between two people but among three or more.

biannual and semiannual mean half-yearly; biennial means every two years; semiweekly means twice a week; biweekly is best reserved for meaning every two weeks; use bimonthly to mean every two months.

billion in North America means a thousand million (1,000,000,000); in the United Kingdom billion means a million million (1,000,000,000,000).

can means the ability or power to do something; may means permission to do it.

capital is a city or town that is a government seat; capitol is a United States legislative building.

compare To suggest similarities in dissimilar objects, use compare to, e.g., "That restless child can be compared to a jack-in-the-box;" to evaluate differences between objects in the same category, use compare with, "Compared with his brother, Jack isn't very bright;" "Compared with last year's figures."

compendium is often used to mean a large work, as "a compendium of knowledge," while it actually means a brief summary, or an outline, of an extensive subject.

complement is that which fills up or completes; compliment is an admiring remark. Both words are verbs and nouns.

compose means put together; comprise means to consist or be made up of.

concern for (the future); concern in (a business); concern with (details).

consul is a government representative; council is a deliberative body; counsel means advice or an adviser.

conclude by saying; conclude from evidence; conclude with words.

continual means renewed or recurring, e.g., "He continually dropped the parcel;" continuous means unceasing, e.g., "The glider was aloft continuously for eight hours."

correspond to means suit or match; correspond with means write to.

credible means worthy of belief, creditable means deserving praise; credulous means easily convinced.

definite means precise or explicit; definitive means unchallengeable, or beyond argument or having the character of finality. Definitive can also mean serving to define.

deny is merely to disclaim responsibility; refute is to contradict.

differ People differ about a point in dispute; they differ with each other about such a point; but two things that aren't identical differ from each other.

difficulty in (not of) choosing.

disinterested means impartial; uninterested means indifferent.

economic pertains to business and finance; economical means thrifty.

effect means to bring about, cause, produce, result in or have as a result; affect means have an influence on, produce an effect on, effect a change in.

effective means produced a decided or desired effect; effectual means capable of producing such an effect.

engrossed in (not with) his hobbies.

ensure means to make certain; insure means to underwrite.

evidence is a body of facts concerning a situation; proof is the material that makes us certain.

exceedingly means very much; excessively means too much.

farther refers to distance; further refers to degree.

few relates to number of items, e.g., "He has few books;" less refers to a quantity and implies comparison, e.g., "He has less money than you have."

find means to encounter or discover; locate means to establish.

flaunt means to display ostentatiously; flout means to disregard.

formerly means in the past; formally means with ceremony.

fortuitous means happening by chance; fortunate means a stroke of good luck.

guess means to hazard an opinion; suppose means to assume the truth of.

healthy applies to living things; healthful refers to things conducive to health.

hire is to pay for the use of; lease is to contract for the use of; let is to allow the use of; rent is to allow or assume the use of for payment of money.

historic means a part of history; historical means pertaining to history.

human means pertaining to mankind; humane means kind or merciful.

hypercritical means overly critical; hypocritical means false, as a false show of personal qualities.

identical with (not to) another object; identify with a person or group.

imply is to suggest or say indirectly; infer is to deduce or conclude from what has been implied.

in means within; into conveys the idea of motion from the outside.

independent of (not from) her parents.

integral means essential to completeness; integrate means to unite into whole.

madam is used to address a lady in the salutation of a letter; madame is a formal title which some women bear before their names; use madame in letters to ladies who bear that title.

majority is a winner's excess votes over the total votes of all opponents; plurality (in a multi-candidate race) is the greatest number of votes cast for any one candidate but not more than half the total.

masterful means domineering, acting imperiously or authoritatively, taking a firm hold of a situation; masterly refers to skill and expertise, as in "a masterly display."

media is the plural; medium is the singular.

more than should be used to denote something greater in number; use over to mean elevation, surplus, or completed.

nation means a community of people not the territory of a country.

oblivious of (not to) danger.

observance means paying formal recognition; observation means the act of perceiving.

obtain means to get; secure (the verb) means to make fast.

oral means spoken; verbal means pertaining to words, whether written or spoken. In colloquial usage, verbal is often used to mean oral.

part from means to leave; part with means to give up.

party does not mean person, except in legal phraseology.

persecute means treat unfairly; prosecute means bring legal action against or follow to the end.

personage is one who owes his importance to birth, high office, or singular accomplishment; personality is usually someone who has won fame and fortune in the entertainment or sports fields.

plausible means reasonable; probable means likely to happen.

practical means the opposite of theoretical; practicable means capable of being done.

precedence means priority in sequence; precedents are events which establish a standard of justice or procedure.

preparatory means in preparation of, not prior to.

prescribe is to suggest or order the use of; proscribe is to outlaw.

principal is a noun meaning leader and an adjective meaning main; principle is either a sum of money or a fundamental truth or basic law.

provided can mean if or with the understanding that; providing is simply the present participle of provide and should not be used to mean with the understanding that.

regime applies to a system, not a person or an institution; "a democratic regime" but--"a Canadian government" or "a Trudeau administration."

replica is an exact duplication of an original work usually by the creator himself; it is not a mere copy and is never a miniature or scale model.

respectfully means with respect or deference; respectively means in the same order as previously listed.

Scot or Scotsman is a native of Scotland; call him Scottish or refer to his Scots customs; but do not call him Scotch or a Scotchman; Scotch is a whiskey.

someone is an indefinite pronoun, e.g., "Someone must have dropped this wallet;" some one refers to a specific person, e.g., "Some one of you must have seen her."

strategy is a broad-scale plan; tactics are the means of carrying it out.

their is the possessive form of they, e.g., their books; there is a place or an expletive, e.g., "The books are there on the desk" or "There must be a way to do it." They're is a contraction of they are, e.g., "They're going shopping."

to is a preposition or part of a verb form, "I'm going to the office to meet him;" two is a number, the sum of one and one; too means also, "If he gets a raise, I should get one too;" too also means excessively, e.g., "He talks too much."

therefore means for that reason; therefor means for it and is used only in very formal speech, e.g., "Tardiness is considered a serious infraction of rules; the penalty therefor is the loss of a day's pay."

valuable means having value; invaluable means priceless; valueless means worthless.

whose is the possessive form of who; who's means who is.

your is the possessive form of you; you're means you are.

- reference works
- North American Media Style
- spelling list
- suffixes
- plurals
- feminine forms
- "ize" and "ise"
- "able" and "ible"
- "ie" and "ei"

Reference works:

The standard dictionaries are Funk & Wagnalls Standard College Dictionary (Canadian edition, published by Longmans Canada) and Webster's New World Dictionary.

North American media style:

In general follow North American (Canadian and American) media style of dropping Briticisms, e.g., program not programme, favor not favour, fiber not fibre, check not cheque.

Spelling list:

Below is a list of frequently misspelled words. The list presents the proper spelling of words, but for several items other acceptable forms exist. Where two spellings are given, the first is usual in Canada and the second in the United States.

acceptable
accessible
accommodate
accrued
accustomed
acknowledge
acknowledgment
acquaintance
additional
addressed
adjustment
advertise
advisable
adviser
affectionately
aggravating
aircraft
airplane
all right
(never alright)
analyze
apparatus
apparent
appreciation
appropriate
approximately
apropos
armor
ascertain
assistance
auxiliary
axe
axle

balloting
bookkeeping
buses

calibre, caliber
canceled
centre, center
cheque, check
coincidence
collateral
collision
color

commodity
confidentially
conscience
continuance
coordinate
cooperate
correspondence
correspondents
credited

dearth
depreciate
desirability
desperate
dike
disappointed
dispatch
dissociate
draft

embarrass
employee
endeavor
envelope
erroneous
exaggeration
expediency
eyeing

facilitate
favor
favorite
feasible
fibre, fiber
foreign
forfeit
fulfillment

gauge
government
grey, gray
grievance

honor
honorable

indemnity
indispensable
innocuous
inoculate
inquire
inquiry
insistent
install
installment
itinerary

jewelry
judgment

kerosene

labor
lessee
license
lien

machinery
maintenance
management
maneuver
mediocre
misapprehension
miscellaneous
mortgage

nuisance

occurred
omitted

percent
(one word)
phone
(no apostrophe)

plausible
plow
practice
preferred
privilege
program

questionnaire

racket
received
reciprocate
referred
regretting
remittance
requisition

seize
separate
serviceable
Shakespearean
siege
significance
significant
sincerely
sizable
statistics
story

trademark
tying

unnecessary
usable

vice versa

weird
wield

Xerox

yield

Suffixes:

Adding "ing" and "ed": Do you double the final consonant or not? Here's the rule: With a word of one syllable ending in a single consonant preceded by a single short vowel, double the final consonant. The final consonant is not doubled if the vowel is long.

stop, stopping; slit, slitting; rot, rotted

But:

boat, boating; stoop, stooping; read, reading

When a word of more than one syllable ends in a single consonant preceded by a single vowel, the consonant is doubled only when the accent falls on the last syllable of the stem.

befit, befitting; control, controlled;
occur, occurred

But:

benefit, benefiting, travel, traveling; focus, focused

Mute "e": Keep the "e" or drop it before a suffix? Rule: drop the "e" before a vowel; keep it before a consonant.

make, making; excite, excitable; sale, salable;
like, likely

Exception: When "e" follows "c" or "g," retain it before the vowels "a" and "o" to preserve the soft sound of those vowels.

change, changeable (but changing); singe, singeing (without the "e" it would be singing); gauge, gauging, gaugeable

Plurals:

The plurals of most nouns are formed by adding "s" or "es."

hammer, hammers; church, churches; gas, gases

Nouns ending in "o" form the plural by adding "s."

Exceptions: echoes, mosquitoes, Negroes, noes, potatoes, tomatoes, vetoes.

Words ending in "y" preceded by a vowel take only the "s."

alloys; attorneys; days

When a word ends in a "y" preceded by a consonant, the "y" is changed to "i" and "es" is added.

armies; ladies; skies

Some words are the same in the plural as in the singular.

chassis; deer; sheep; swine; fowl

The original plurals of some nouns of foreign derivation should be used.

data; agenda (also used as a singular); phenomena

The preferred plurals of other nouns of foreign derivation are formed by adding "s."

memorandums; curriculums; formulas

Proper names are pluralized by adding "s" or "es," as with common nouns.

Cadillacs; Harolds; Joneses; Charleses

Unlike common nouns, proper names do not have a final "y" changed to "i" before the plural is added.

Harrys; Kennedys; Germanys; Kansas Citys

Exceptions: Alleghenies; Rockies; The Two Sicilies

Abbreviations form the plural simply by adding an "s," without an apostrophe, unless the apostrophe is needed for clarity.

The list included seven MDs.
I learned my ABCs early.

But:

He had better mind his p's and q's.

Most short forms of common nouns require only an "s" for the plural.

co-ops; vets (for veterinarians)

But AMVETS takes all capitals (because the "S" is part of the name in its short form).

Plurals of word groups and compounds are variously formed. In military and civilian titles, add "s" to whichever word in a two-word title is the more important element.

In military titles, the second word is usually the more important:

major generals; lieutenant colonels; but sergeants major

In civilian titles the first word is usually the key element:

attorneys general; postmasters general.

The "s" is added to the first word of such terms as "courts-martial" and "rights-of-way."

Compound words written as one word form their plurals in the normal way.

cupfuls; handfuls, tablespoonfuls; breakthroughs

Feminine and masculine forms:

In professional writing, eliminate designations that are based on sex and use, instead, a neutral form when speaking impersonally:

chairperson, not chairman or chairwoman
salesperson, not salesman or saleswoman

However, several forms continue to distinguish between genders (actress, actor, fiancée, fiancé, hostess, host, waitress, waiter).

Wherever possible find alternatives to gender pronouns.

Not:

Each manager has his own office.

But:

Managers have their own offices.

"-ize" and "-ise":

All words with the "-ize" sound should be spelled that way, except:

advertise	demise	franchise
advise	despise	merchandise
apprise	devise	revise
arise	disguise	supervise
chastise	emprise	surmise
comprise	enterprise	surprise
compromise	exercise	televise

"-able" and "-ible":

If you have trouble remembering which words take -able and which take -ible, use this rule: if you can form a noun ending in -ation from the word, then the proper ending is -able. If you can form a noun with -ion, -tion, or -ive, then the proper form is usually -ible.

dispensation	dispensable
irritation	irritable
habitation	habitable
navigation	navigable

But:

audition	audible
collection	collectible
diversion	divertible
defensive	defensible

"-ie" and "-ei":

There is a little rhyme that sets down the rule for "-ei" and "-ie." It's

"I" before "e,"
Except after "c,"
Or when pronounced "a"
As in "neighbor" and "weigh."

Thus some "-ie" words are:

believe
friend
grievance
wield

and some "-ei" words (because of a preceding "c") are:

conceit
deceive
receipt

and other "-ei" words (with a long "a" sound) are:

feint
deign
sleigh

There are some specific exceptions to the rules stated in the rhyme:

ancient
conscience
either / neither
foreign
forfeit
height
leisure
science
seize / seizure
weird

- countries
- geographical directions
- provinces
- states
- companies, etc.
- addresses
- names
- dates
- time
- titles
- periods
- zeros

Countries: Abbreviate only U.S., U.K., and U.S.S.R. Spell out all others.

Geographical directions: Spell out points of the compass.

north south northeast

Provinces: Abbreviate them when they follow the name of a town, village, or city, if the printed material in which they appear is for Canadian circulation exclusively. Do not abbreviate provinces on envelopes or in the address used on the letter.

Standard province abbreviations:

Province	Abbreviation
Alberta	Alta.
British Columbia	B.C.
Manitoba	Man.
New Brunswick	N.B.
Newfoundland	Nfld.
Nova Scotia	N.S.
Ontario	Ont.
Prince Edward Island	P.E.I.
Quebec	Que., also P.Q.
Saskatchewan	Sask.

Northwest Territories may be abbreviated to N.W.T. Do not abbreviate Yukon.

States: The United States Post Office requires Zip Codes in all mailing addresses. Official two-letter state abbreviations also have been compiled for use with Zip Code numbers in the following way:

Northern Telecom, Inc.
International Plaza
Nashville, TN 37217

In all Northern Telecom mailing addresses use the two-letter state abbreviations and Zip Codes.

In texts use state abbreviations in the right hand column below. Abbreviate only when the state name follows the name of a town, village, or city, and only in the text of material for United States circulation exclusively.

State	Postal abbreviation	Text abbreviation
Alaska	AK	Do not abbreviate
Alabama	AL	Ala.
Arizona	AZ	Ariz.
Arkansas	AR	Ark.
California	CA	Calif.
Canal Zone	CZ	Do not abbreviate
Colorado	CO	Colo.
Connecticut	CT	Conn.
Delaware	DE	Del.
District of Columbia	DC	D.C.
Florida	FL	Fla.
Georgia	GA	Ga.
Hawaii	HI	Do not abbreviate
Idaho	ID	Do not abbreviate
Illinois	IL	Ill.
Indiana	IN	Ind.
Iowa	IA	Do not abbreviate
Kansas	KS	Kans.
Kentucky	KY	Ky.
Louisiana	LA	La.
Maine	ME	Do not abbreviate
Maryland	MD	Md.
Massachusetts	MA	Mass.
Michigan	MI	Mich.
Minnesota	MN	Minn.
Mississippi	MS	Miss.
Missouri	MO	Mo.
Montana	MT	Mont.
Nebraska	NB	Nebr.
Nevada	NV	Nev.
New Hampshire	NH	N.H.
New Jersey	NJ	N.J.
New Mexico	NM	N. Mex.

State	Postal abbreviation	Text abbreviation
New York	NY	N.Y.
North Carolina	NC	N.C.
North Dakota	ND	N. Dak.
Ohio	OH	Do not abbreviate
Oklahoma	OK	Okla.
Oregon	OR	Oreg.
Pennsylvania	PA	Pa.
Puerto Rico	PR	P.R.
Rhode Island	RI	R.I.
South Carolina	SC	S.C.
South Dakota	SD	S. Dak.
Tennessee	TN	Tenn.
Texas	TX	Tex.
Utah	UT	Do not abbreviate
Vermont	VT	Vt.
Virginia	VA	Va.
Washington	WA	Wash.
West Virginia	WV	W. Va.
Wisconsin	WI	Wis.
Wyoming	WY	Wyo.

Companies, organizations, government acts, international agreements: Abbreviate only if first references have included the abbreviation in parentheses.

United Nations (UN)
U.S. Department of Agriculture (USDA)
General Agreement on Tariffs and Trade (GATT)
National Research Council (NRC)
Bell-Northern Research Limited (BNR)

Exception: AFL-CIO may be written that way at all times.

Addresses: Abbreviate Street and Avenue, only in addresses used to direct correspondence. Spell out in texts. Never abbreviate Circle, Crescent, Drive, Lane, Mount, Oval, Place, Plaza, Port, Road.

Christian names: Do not abbreviate, e.g., "Chas." for "Charles," except at the request of the person being addressed.

Dates:

Months: You may abbreviate the names of months in the texts of letters, memos, or news releases, but only when the word is followed by a numerical day of the month.

The fiscal year begins Nov. 1.

But:

August 1964 was a cool month.

Abbreviations are not used in datelines on letters, memos, news releases, or in printed material.

Standard month abbreviations: Abbreviate only months spelled with more than five letters. Abbreviations are not used in datelines on letters, memos, or news releases, or in printed material.

January	Jan.
February	Feb.
August	Aug.
September	Sept.
October	Oct.
November	Nov.
December	Dec.

Do not abbreviate March, April, May, June, or July.

Exception: In tabulation, all months may be abbreviated by using the first three letters.

Apr.
Jun.
Sep.

Spell out and capitalize the names of centuries.

This is the Twentieth Century.
He owns a Sixteenth-Century coin.

Spell out the word Christmas.

Never: Xmas

Never use "nd" or "th" when writing dates.

Never: July 15th
But: July 15

Time: Time zone abbreviations do not require periods.

EST
PDT

Designate morning or afternoon and evening with a.m. and p.m.

It is redundant to say "Sunday at 10 a.m. in the morning." Simply say "Sunday at 10 a.m." or "at 10 a.m. Sunday" or "Sunday morning at 10."

Designate clock time with numerals rather than with words or phrases.

Not: half-past ten in the morning
But: 10:30 a.m.

When using "o'clock" spell out the hour.

Not: 4 o'clock
But: four o'clock

Spell out ordinal numbers designating anniversaries.

It was his thirty-third birthday.

Titles: Abbreviate titles when they accompany a person's name.

Mr. Jones
Sen. Cartwright
Gen. Smith

But:

She invited the governor to dinner.

Some recognized title abbreviations:

Mr.
Messrs.
Ms.
Dr.
Prof.
Sen. (Senator)
Rep. (Representative)

Asst.
Lt. Gov.
Gov. Gen.
Atty.
Gen.
MP (Member of Parliament)
MLA (Member of Legislative Assembly)
MNA (Member of National Assembly, Quebec only)

Corporate titles may be abbreviated in memorandums and in other internal correspondence.

Pr.
VP
Dir.
Ch.
Gen. Mgr.
Mgr.
Sec.

Do not abbreviate corporate titles in formal correspondence or on business cards. Use the full designation.

president
vice-president
director
chairman
managing director
secretary
treasurer
manager

Never abbreviate chairman of the board.

Periods with abbreviations: Omit them in abbreviations expressed entirely in capital letters.

CTC
CRTC
DITC
DOC
NASA
USDA

Some corporate abbreviations:

BNR
NTSC
NTL

(For a full list of corporate names see p.64.)

Exception: Abbreviations designating a specific geographic place, such as a country or a province.

U.S. (United States)
B.C. (British Columbia)
S.C. (South Carolina)

Exception: Abbreviations that would otherwise spell a common word.

Not: CAP
But: C.A.P.

Use periods for initials which are accompanied by a person's last name.

W.C. Fields

But: FDR, JFK, LBJ

Use periods with the abbreviations of months and titles.

Jan. 23
Gov. Smith

Zeros: Avoid their unnecessary use in time and money designations.

The whistle blows at 5 p.m. (not 5:00 p.m.)
For $2 you can buy the whole set. (not $2.00)

Spell out percent. Do not use % except in tabulation.

- ampersand
- apostrophe
- brackets
- colon
- comma
- dash
- ellipsis
- exclamation point
- hyphen
- parentheses
- period
- question mark
- quotation marks
- semicolon
- underlining

Ampersand (&): Use it only as part of an accepted abbreviation.

AT&T
Dun & Bradstreet

Apostrophe: Used to denote possession or to indicate something omitted.

The possessive of a singular noun is usually formed by adding an apostrophe and then an "s."

dog's
girl's

The possessive of a plural noun is usually formed simply by adding an apostrophe after the "s."

The dogs' kennels are clean.
The girls' sweaters are identical.

When a singular noun ends in "s" or "z," follow this rule: Add the apostrophe and "s" if the noun has only one syllable.

the boss's daughter
the blitz's fatalities
the gas's heat
Charles's hat

For singular nouns of more than one syllable ending in "s" or "z," add the apostrophe only.

Jesus' birth
the actress' agent
Sophocles' tales

For plural nouns ending in some letter other than "s," form the possessive by adding the apostrophe and then the "s," just as you would if you were making a possessive out of a singular noun.

the men's dining room
the data's implications

To indicate joint possession, place an apostrophe only on the last element of a series.

soldiers and sailors' home
Johnson & Johnson's trademark

But to indicate individual or alternative possession, use an apostrophe on each element of a series.

Mrs. Brown's and Mrs. Frank's children
Eisenhower's or Kennedy's administration
Saint-Laurent's or Trudeau's government.

In proper names, follow the true form for use of the apostrophe.

Harpers Ferry (no apostrophe)
Johns Hopkins University (no apostrophe)
International Ladies' Garment Workers' Union

Do not use an apostrophe after names of countries or organized bodies ending in "s."

United Nations survey
United States farm policy

Do not use an apostrophe after words ending in "s" that are more descriptive than possessive.

farmers rally
manufacturers convention

Use an apostrophe in contractions, except where common usage has dropped it.

Thus: isn't
won't

But: phone
plane

Use an apostrophe to denote an omission of numbers or letters.

the class of '58
the spirit of '76
ne'er-do-well

Do not use the possessive where an adjectival form will do.

Write: a three-hour drive
Not: three hours' drive or three-hours' drive

Do not use an apostrophe in the plurals of letters and figures, except where confusion would result.

Ds
8s
the 1930s

But:

Mind your p's and q's

Do not confuse "it's" and "its." "It's" is a contraction of "it is."

It's raining pretty heavily.

"Its" is the possessive of "it."

He lifted the hood of the car and examined its spark plugs.

Brackets: Use them as parentheses within parentheses.

(None of his friends [or people who claimed to be his friends] ever gave him the help he needed.)

Also use brackets to distinguish an editor's explanations or interjections from an author's comments.

Your article on telephone sales [his letter said] contained several startling statements.

Colon: Use it as an introduction to tabulations, lists, and extended texts.

He ordered several items:
His speech read as follows:

Use a colon to introduce a clause that summarizes the preceding clause or contrasts with it.

This is almost the end of the year: only 22 days until Jan. 1.

Collecting garbage is not an outdoor sport: it is a service.

Use a colon to introduce a series of items or thoughts.

War has many disadvantages: (1) it is costly in human life; (2) it brutalizes those involved; and (3) it means senseless destruction of property.

Comma: Use commas when writing large numerals except in file, year, or address designations.

4,000
11,008,721

But:

File No. 1376
9472 Washington St.
This is the year 2006.
Their zip code is 10024.

Use commas in compound sentences.

Combines are used for harvesting a variety of crops, whereas tractors are used primarily for plowing.

Use commas to separate every item in a series, including the last two.

Northern Telecom follows a code of ethics in dealing with employees, customers, and shareholders.

Use commas between adjacent sets of numbers.

On May 10, 12 employees were hired.

Use commas between numbers in full dates, but not between months and years.

August 1964 was a cool month.
Aug. 12, 1964 was a cool day.

Use commas to introduce a short quotation.

> In his remarks the president said, "Next year will see a noticeable advance in our United States sales."

Use commas to interrupt quotations.

> "This year," he continued, "every sales quota will be increased by 10 percent."

Use a comma to separate two identical words.

> The problem is, is this idea practical?

Use a comma to introduce and set off examples or elaborations.

for instance,	i.e.,
namely,	e.g.,

> Colors, e.g., red and green, symbolize Christmas.

Use commas before and after a qualifying (non-restrictive) phrase, i.e., a phrase which could be dropped out without destroying the basic meaning of the rest of the sentence.

> During the afternoon, at about 1 p.m., he left.

> Books, which are a favorite pastime of mine, are becoming more popular with my friends, too.

But do not use commas to set out a restrictive clause, i.e., a clause without which the sentence would not retain its intended meaning.

> The books that I have already read are stored in the attic.

Do not use a comma to separate two adjectives when the first adjective modifies the second adjective with its noun.

> We sold him an efficient duplicating machine.

Do not use commas before "of" when it indicates place or position.

> Mr. Jones of Toronto.

Dash: Use a dash in summarization.

> Control of raw materials, superior workmanship, attention to detail--all contribute to the production of quality telecommunications equipment.

Use a dash to set off a parenthetical phrase.

> Modern farms--though run with less manual labor--are more efficient than those of 50 years ago.

Ellipsis: Use three spaced dots (the ellipsis mark) to indicate the omission of words within a quoted sentence.

> Original passage:
>
> The DMS-10 will be delivered to the main office in late August. That will be in time for installation.
>
> "The DMS-10 will be delivered . . . in late August."

If you omit the end of a sentence, include four ellipsis dots. (Note: the arrow indicates the missing period.)

> The DMS-10 will be delivered to the main office . . . ↓
>
> The DMS-10 will be delivered to the main office in late August↓ . . . in time for installation."

Observe that the spacing of the periods is important. A dot flush against a word is a period marker. A dot set apart, represents omitted word(s).

Four periods also may be used to indicate the omission of one sentence or more.

Exclamation point: It denotes emotion, surprise, incredulity, and commands.

> Alas! His efforts were to no avail.
> Halt!

It should be used sparingly and is seldom used in news copy or business letters and reports.

Hyphen: Use it to form compound words.

It was a well-meant thought.

But:

The thought was well meant.

Use a hyphen to divide words between lines.

The letter indicated he was stay-
ing for another week.

However, whenever possible, hyphenation at the end of a line should be avoided.

In abbreviations, use a hyphen to link like characters, but do not use it between unlike characters.

A-bomb
L-shaped
north-northeast

But:

3D
5BX

Exception: 4-H Clubs

Use a hyphen to clarify the meanings of compound adjectives.

"The 10 year-old trees" means there were 10 trees each a year old.

"The 10-year-old trees" means an unspecified number of trees, all 10 years old.

Use hyphens in suspended adjectival expressions.

The 11- and 12-year olds could not compete.
The A- and H-bombs were exploded.

Use a hyphen to distinguish between similar words.

After he recovered his money he spent it to re-cover his sofa.

Use a hyphen to separate a prefix from proper nouns or their adjectival forms.

un-American
pro-Canadian

Use a hyphen with the noun prefix "ex."

ex-governor
ex-convict

Use a hyphen to join an adjective or noun prefixed to a noun with the suffix "-ed."

bull-necked
double-faced
saber-toothed

Use a hyphen to link a noun standing as the object of a following present participle.

fun-loving
health-giving
soul-stirring

Hyphenate two or more words serving together as an adjective.

It was foul-smelling smoke.
He is a product-line manager.

But:

The smoke was foul smelling.
He analyzes the product line.

Exception: Do not use a hyphen after an adverb ending in "ly."

a widely accepted theory
a loosely woven material

Hyphens are used to avoid absurdity or misinformation.

"businessman" but "small-business man"
"sailmaker" but "racing-sail maker"

Use hyphens to form fractions when spelled out.

The bottle is three-fourths full.

Parentheses: Use them to enclose explanatory material.

The economy packet (the largest) and the giant packet (the next largest) are filled in a factory at Brantford, Ontario.

If punctuation is required after that part of the sentence preceding the parentheses, put it after the parentheses.

The tall man (6'-6"), who was wearing suspenders, went outside.

If an entire sentence comes within the parentheses, put the period inside the parentheses.

John married his own cousin. (His first wife had died a year before.)

Use parentheses to indicate location that does not strictly belong in a proper name or title.

London (Ontario) Free Press

Use parentheses to separate letters or figures in a series.

The order of preference is (1) tourist; (2) economy.

Use parentheses to indicate the domestic equivalent of foreign money.

The value of the building was £4,000 ($9,600).

Period: Use it to end a sentence.

The company purchased equipment and built new facilities.

Use a period to separate dollars from cents. Dollars, alone, do not take a period, unless they come at the end of a sentence.

The price of the component is $89.50.
He paid $92 for the desk.
Without drawers it is $75.

Question mark: Use it at the end of a question.

Are you leaving tomorrow?

Do not use a question mark with "I wonder if" and "I wonder how."

I wonder if he uses Northern Telecom equipment.

Use a question mark enclosed in parentheses at the end of a word or phrase considered to be in doubt.

As far as I know, Nov. 1 (?) is the beginning of the fiscal year.

Quotation marks: Use quotation marks around titles of chapters, articles, speeches, lectures, television programs, short stories, short poems, and songs; use them also for titles of symphonies, statues, and paintings.

The chief executive officer's speech was entitled "Alternatives for the 1980s."

The hockey game began with a rousing rendition of "O! Canada."

Titles of other works are underlined. These are described on p. 48 of this text.

Use quotation marks for misnomers, unfamiliar terms, or ironical expressions.

The "smaller" of the two rocks stood 15 feet tall.

He expressed his "gratitude" by stealing the other man's money.

Use quotation marks for direct quotations (whole sentences or fragments).

He said, "Northern Telecom is the world's largest manufacturer of electronic platforms for satellites."

A period or comma always goes inside the closing quotation mark. The colon, semicolon, exclamation point, and question mark appear outside the quotation mark, unless they are part of the quoted matter.

"Semiconductors and software," he said, "are on the leading edge of technology."

Both companies undertook a "joint venture."

But:

Did the chairman say "the meeting is adjourned"?

If a quotation extends, unbroken, for more than one paragraph, quotation marks should be placed at the beginning of each paragraph and at the end of the last paragraph, but omitted at the end of the intermediate paragraphs.

Generally, double quotation marks are used for the primary quotation and single quotation marks are used for a quotation within the quotation.

> "She was standing so close to the edge," he recalled, "that I finally asked her, 'Are you sure it's safe to walk there?'"

Semicolon: Use it only where you could also use a period. The semicolon pulls related sentences together.

> Wisdom is the principal thing; therefore get wisdom; and with all thy getting, get understanding.

Use a semicolon to help set out items or ideas in a series, where commas are not enough to prevent confusion.

> Those abroad included Mr. Gray, the president; Donald J. Wilson, a close friend of Gray's; two crewmen; and the stowaway.

A good general rule: avoid using semicolons where commas will do.

Underlining: Underline titles of books, brochures, magazines, newspapers, plays, movies, and long poems. Also underline the names of ships, trains, and airplanes.

> The New York Times circulates throughout the world.
>
> The Northern Telecom Annual Report features a theme article each year.

(When set in type, the underlined titles are italicized.)

Titles of other types of documents are put in quotation marks. (See page 47.)

Good writers use capital letters sparingly where they are not absolutely required. Capitals are a form of emphasis, a means of drawing the reader's attention to something the writer or society considers important. A profusion of capitals confuses the reader and inhibits comprehension.

Generally, capital letters are used only on proper names. They are not used to emphasize words with special meaning at Northern Telecom, e.g., factory, plant, department, office.

Capitalize a title that precedes a proper name but do not capitalize the title when it appears alone or when it follows a name. (See page 68 for company job titles.)

> Prime Minister Lester B. Pearson
> He wanted to meet the prime minister.
> Mr. Pearson, the prime minister, spoke briefly.

Exceptions: Always capitalize President when referring to the incumbent president of a country. Similarly, capitalize Queen (or King) when referring to a reigning monarch.

Do not capitalize titles that are job designations and the like.

> I once met architect John Brown.
>
> The passengers were editor Tom Green and pilot Frank Donaldson.

Capitalize the names of legislative bodies when preceded by the name of the state, province, or country but not when used alone.

> There are 100 seats in the United States Senate.
> There are 264 seats in the Canadian House of Commons.
>
> But:
>
> The senate could stand some young blood.

Capitalize the names of government acts and bills when they have been assigned a formal title, but not the words "act" or "bill" when used alone.

> The strike began before passage of the Taft-Hartley Act.
> This act was not popular with organized labor.

Do not capitalize federal or national unless they are part of a title.

The federal government was opposed to the measure.

But:

The Federal Bureau of Investigation was called in.

Capitalize specific geographical regions but not mere direction.

the Far East
the Middle West

But:

western Canada
the southern United States

Capitalize political parties but not systems of government or ideologies.

The Liberal party took power.

True, he is a Communist, but he does not accept all the philosophy of communism.

Capitalize nicknames and fanciful terms.

The Big Ten
The Dust Bowl

Capitalize common nouns that are parts of formal names.

The Mississippi River begins in Minnesota.

Do not capitalize the plural form of a noun if the plural is not part of a formal name.

The Detroit and Ottawa rivers flow into the Great Lakes.

But:

He comes from Trois-Rivières.

Capitalize common nouns used with dates, numbers, or letters.

Exhibit A
Appendix B

Capitalize proper nouns and their derivatives unless the derivative has a commonplace meaning.

Charles Darwin was the author of the Darwinian theory.

But:

india ink, morse code, diesel engine

Capitalize all words in titles except prepositions, articles, and conjunctions that appear within the title.

The Worldly Philosophers
How to Read Financial News

Note: When citing a magazine or newspaper in a text, keep the initial "The" if it is an integral part of the title.

We read The Financial Post.
They suscribe to The New York Times.

But:

Our newspaper is the Wall Street Journal.

In a direct quotation capitalize every word that is capitalized in the original.

He said, "You should be going now."

Capitalize the names of decorations and awards.

The Victoria Cross
The Congressional Medal of Honor

Capitalize holidays, eras, and specific centuries.

The Fourth of July
The Middle Ages
World War II
Twentieth Century

Capitalize trade names and trademarks.
(See section on trademarks p. 71.)

Her phone was a Contempra.
Have a Coke.
He received a Xerox copy.

Capitalize scholarships, degrees, and fellowships.

Doctor of Medicine

Capitalize days of the week and months of the year.

Thursday
June

Do not capitalize seasons of the year.

fall
spring

Capitalize specific names of public buildings, hotels, hospitals, and other important buildings.

Toronto City Hall
the White House
Place des Arts

Capitalize names of public parks, gardens, and stadiums.

Maple Leaf Gardens

The home ball park of the New York Yankees is Yankee Stadium.

Do not capitalize hyphenated prefixes except when they are part of the proper nouns.

pro-American

But:

Trans-Canada Highway

Do not capitalize army, navy, or air force, except when used as part of an official governmental title.

The United States Army
The Royal Canadian Air Force

But:

The army has suffered more casualties than the navy.

- general rules
- fractions
- percentage comparisons
- money
- metric numbers

General rules:

Spell out numbers below 10 and use numerals for figures above and including 10. In tabulations, however, use numerals for all figures.

eight; 52

But try to avoid mixing figures and spelled-out numbers in the same passage.

Not: eight out of 15
But: eight out of fifteen
Or: 8 out of 15

Always use numerals for:

street numbers	temperatures
tables	days of the month
sums of money	dimensions
latitude and longitude	

Spell out ordinal numbers that can be expressed in one or two words.

We live in the Twentieth Century.
It was his thirty-third birthday.

Spell out indefinite numbers.

He owns about a hundred head of cattle.
He has sold thousands of automobiles.
There are more than three billion people on earth.

Rounded numbers of seven figures or more should be written thus:

The St. Laurent transmission plant was built at a cost of $13.5 million.

Avoid beginning a sentence with a number; when this is unavoidable, spell out the number.

Fractions: When using them alone, spell them out.

The cup is two-thirds full.

When using a fraction with a whole number, use numerals.

It is $1\frac{1}{2}$ miles to the nearest village.

But:

It is two miles to the nearest village.

Where possible use decimals instead of fractions.

1.25; 3.7

Percentage comparisons:

When translating an increase or decrease into percentages, be careful of your mathematics.

If Northern Telecom does four times as much business this year as last, business has increased 300 percent, not 400 percent. Last year's business is your base figure in this case--100 percent; the other 300 points are the increase--so it's an increase of 300 percent.

In mathematical comparisons, when expressing percentage increases by using "of" or "more than" be sure of exactly what you are saying.

The statement, "Northern Telecom's business this year was 150 percent more than last year's" means the company did two and a half times as much business. But the statement, "Northern Telecom's business this year was 150 percent of last year's" means the company did one and a half times as much business.

To make a mathematical increase clear and vivid, it is almost always more effective to speak in terms of "times as much" instead of in percentages.

Three times as many people viewed the Northern Telecom exhibit this year as did last year.

is more effective than

This year, 200 percent more persons viewed the Northern Telecom exhibit than did last year.

But notice that both can be derived from the same statistics.

50 = number attending last year
150 = number attending this year
100 = increase
100/50 = 200 percent
150 = 3 times 50

Money: Express sums of money in figures.

25 cents; $1.25; $7 billion

Exception: large, non-specific sums are spelled out.

Half a million dollars; a few billion dollars

Designation of U.S. or Canadian funds should appear only where its absence might cause question or confusion.

The price of the Contempra telephone delivered in Windsor, Ontario is $26 (Canadian). A Contempra delivered in Sioux City, Iowa is $27 (U.S.).

When referring to pounds, use the pound sign.

£4,000

Unless the context already makes it clear which country's pounds you mean, indicate the country's name after the amount.

£4,000 (Ireland) or 4,000 Irish pounds

For other countries' money, use the amount and then spell out the name of the unit of currency.

400 new francs
12 pesetas
4,000 lira

Metric numbers: Beginning January 1, 1980, Northern Telecom will use metric units. The following charts and guidelines should help you adapt to this new system of measurement.

Use the following units:

Quantity	Unit	Symbol
length	millimeter (one thousandth of a meter)	mm
	centimeter (one hundredth of a meter)	cm
	meter	m
	kilometer (one thousand meters)	km
area	square centimeter	cm^2
	square meter	m^2
	hectare (ten thousand square meters)	ha
volume and capacity	cubic centimeter	cm^3
	cubic meter	m^3
	milliliter (one thousandth of a liter)	mL
	centiliter (one hundredth of a liter)	cL
	liter	L (or liter)
mass (or weight)	gram (one thousandth of a kilogram)	g
	kilogram	kg
	tonne (one thousand kilograms)	t (or tonne)
time	second	s
	minute	min
	hour	h
speed	meters per second	m/s
	kilometers per hour	km/h
temperature	degree Celsius	°C
pressure	pascal	Pa
	kilopascal (one thousand pascals)	kPa

Convert to metric by observing the following procedures:

To change:	Into:	Multiply by:
Farenheit	Celsius (°C)	(F minus 32) X 5/9
Foot	meter (m)	0.3048
	centimeter (cm)	30.48
Gallon (Imperial)	liter (L)	4.545
Gallon (U.S. dry)	liter (L)	3.785
Gallon (U.S. liquid)	liter (L)	3.785
Inch	centimeter (cm)	2.54
Mile	kilometer (km)	1.609
Ounce (U.S. dry)	gram (g)	28.35
Ounce (U.S. liquid)	centiliter (cL)	2.957
Pint (U.S. dry)	liter (L)	0.5506
	centiliter (cL)	55.06
Pint (U.S. liquid)	liter	0.4732
	centiliter (cL)	47.32
Pound	kilogram (kg)	0.4536
Quart (Imperial)	liter (L)	1.136
Quart (U.S. dry)	liter (L)	1.101
Quart (U.S. liquid)	liter (L)	0.9464
	centiliter (cL)	94.64
Yard	meter (m)	0.9144
	centimeter (cm)	91.44

To write in metric notation, follow the guidelines below, which are recommended by Metric Commission Canada.

Metric symbols are never plural.

1 m
15 m

Symbols do not take periods, unless at the end of a sentence.

The DMS-1 is 600 mm in width.

Prefixes are printed with no space between the prefix and the unit of measurement.

A paperclip is about 3 cm long.
A dime is measured in millimeters.

Leave a single space between the quantity and the symbol, unless the first character of the symbol is not a letter.

One mile is equivalent to 1.6 km.

But:

Water freezes at 0°C; 20°C is room temperature.

Use decimal fractions, not common fractions.

The metric equivalent of 4' is 1.2 m.

If the value of a metric unit is less than one, place a zero in front of the decimal.

0.756 m
0.003 L

Use spaces, rather than commas, to separate large numbers into 3-digit blocks.

10 000
631.071 385

But:

1250
75

Exception: Use commas for sums of money (e.g., $10,000).

Multiplication of metric units is normally indicated by a dot above the line; division is usually indicated by a slash.

N·m	newton meters
km/h	kilometers per hour

Also acceptable:

N.m
$\frac{km}{h}$

Indicate metric units in upright type, regardless of the typeface of the sentence.

Use complete words to identify general or non-specific amounts.

> We walked a few kilometers yesterday.

Write the unit symbols in lower case, unless the unit is named after someone (e.g., Watts, Celsius).

> The DMS-1 Digital Multiplex System weighs 200 kg.
>
> But:
>
> The light bulb is rated at 200 W.

Exception: The symbol for liter is always L, even in combination with prefixes (e.g., mL).

Use lower case for the names of units, unless the name begins a sentence.

> The DMS-1 requires 600-850 watts.
>
> But:
>
> Watt is a unit of power.

Exception: the word "Celsius" always takes a capital.

- places
- persons
- business titles

Places:

Abbreviate: Street, Avenue, and Boulevard, only in mailing addresses. Spell these out in texts.

Never abbreviate: Circle, Crescent, Drive, Lane, Mount, Oval, Place, Plaza, Port, Road.

In mentioning streets and avenues known by numbers, spell out and capitalize ordinal numbers from first to ninth and capitalize Avenue, Street, West, North, etc.

First Avenue
Fifth Street
East Ninth Street

For 10th and higher, use figures and "th" or equivalent.

10th Avenue
23rd Street
42nd Street
West 113th Street

Give decades of streets in numerals.

He lived in the low 70s.
The address is in the 20s.

Use figures for all house numbers.

1 Fifth Ave.
893 12th Ave.

Do not use commas in house numbers or U.S. zip codes or Canadian postal codes.

1135 W. Ninth Ave.
New York, N.Y. 10023

In place names containing the word Saint, be careful to check whether official usage calls for Saint to be spelled out or written St. or Ste.

Two place names often confused:

Saint John, New Brunswick, and
St. John's, Newfoundland

Use "open punctuation" (no punctuation at the end of lines) in addresses on envelopes and at the head of letters. The lines themselves are sufficient punctuation.

Northern Telecom Limited
33 City Centre Drive
Mississauga, Ontario L5B 2N5

To ensure the fastest delivery of the company's mail, use Canadian or American postal codes on all external correspondence.

Persons:

Titles: In external communications use Mr., Mrs., Ms., or Miss before a personal name unless another title such as Dr. or Prof. is applicable. If the correspondent is a woman and indicates she prefers Ms. then that designation should be used.

If you are uncertain whether the addressee is a man or a woman, use Mr.

If you are in doubt about whether to use Miss or Mrs., use Ms.

The correct plural forms of Mr., Mrs., and Miss are Messrs., Mesdames, and Misses.

Names: There is nothing more personal than an individual's name. Always double check to be certain it is written exactly as the bearer writes it.

Nicknames or shortened forms of names should not be used in addresses, but they are permissible in letter salutations.

Whenever possible the Christian (or first) name by which an individual is known should be used when communicating directly or when listing the person's name.

When the individual has two names it is acceptable to address or to list by the two initials, if the names are not known.

When the individual has only one name it is unacceptable to address the person or list the name by initial only (unless it has been specifically requested by the person concerned).

e.g.,	John J. Jones
or	J. James Jones
or	J.J. Jones
or	John Jones (if one name only)
never	J. Jones

Junior and Senior: Use at the bearer's request. Capitalize, abbreviate, and add to the name without a comma.

Mr. John J. Jones Jr.

Possessive:

John J. Jones Jr.'s office

Plural:

The John J. Joneses Jr.

The same rules apply for subsequent generations, using roman numerals in place of Jr. or Sr.

Mr. John J. Jones III

Business Titles:

The modern tendency is to omit long titles in addresses unless required for business. When titles are used in addresses, they should follow the name, on the next line, and they should be capitalized.

Mr. Arthur G. Spencer
Vice-President and General Manager

Titles such as Doctor and Professor should be abbreviated when used with a full name, but written out when used only with a surname.

Honorable: In the United States a title of distinction accorded to government officials. Properly used only with a full name.

The Honorable Lewis Clark
or
Hon. Lewis Clark

Not:

The Honorable Clark

In Canada, the prime minister is referred to as The Right Honourable followed by the man's full name. Cabinet ministers, provincial premiers, and senators are entitled to The Honourable or, in abbreviated form, Hon.

Members of the cabinet are referred to as secretaries in the U.S. and as ministers in Canada.

In place of The Honorable, the official's title may be used before his name.

Secretary of State Cyrus Vance

Minister of Agriculture Eugene Whelan

Military titles should be abbreviated when they accompany full names.

Corporate Names:

A company's name is a valuable asset. It is protected by law and by proper usage.

In all written external communications, such as news releases, official statements, booklets, and backgrounders, the full legal name of the company must be used in the first reference. After this first use, an approved abbreviation may be used.

Do not use the generic abbreviation Northern under any circumstances as this abbreviation can apply to any company that has Northern in its name, e.g., Northern Gas Company or Northern Truck Lines Ltd. The use of Northern as an abbreviation for Northern Telecom can lead to confusion and misunderstanding.

However, Northern Telecom may, and should, be used as an abbreviation by any company or subsidiary that has the two words as part of its registered corporate name.

Below are the legal forms and acceptable abbreviations of the corporate names of Northern Telecom Limited, and its principal subsidiaries. The abbreviations are listed immediately below their full corporate names.

Northern Telecom Limited
Northern Telecom
NTL

Northern Telecom A.G.
Northern Telecom
NTAG.

Northern Telecom (Asia) Limited
Northern Telecom Asia
Northern Telecom
NT Asia
NTA

Northern Telecom Aviation Inc.
Northern Telecom Aviation
Northern Telecom
NT Aviation
DO NOT use NTA as this refers to
Northern Telecom (Asia) Limited

Northern Telecom (CALA) Corporation
Northern Telecom CALA
Northern Telecom
NT CALA

Northern Telecom Canada Limited
Northern Telecom Canada
Northern Telecom
NT Canada
NTC

Northern Telecom (Dublin) Limited
Northern Telecom Dublin
Northern Telecom
NT Dublin
NTD

Northern Telecom Electronics Inc.
Northern Telecom Electronics
Northern Telecom
NT Electronics
NTE

Northern Telecom (Europe) B.V.
Northern Telecom Europe
Northern Telecom
NT Europe
DO NOT use NTE as this refers to
Northern Telecom Electronics

Northern Telecom Finance Corporation
Northern Telecom Finance
Northern Telecom
NT Finance
NTF

Northern Telecom France S.A.
Northern Telecom France
Northern Telecom
NT France
DO NOT use NTF as this refers to
Northern Telecom Finance Corporation

Northern Telecom, Inc.
Northern Telecom
NTI

Northern Telecom Industries, Inc.
Northern Telecom Industries
Northern Telecom
NT Industries
DO NOT use NTI as this refers to Northern Telecom, Inc.

Northern Telecom International Limited
Northern Telecom International
Northern Telecom
NT International
DO NOT use NTI as this refers to Northern Telecom, Inc.

Northern Telecom International Finance B.V.
Northern Telecom International Finance
Northern Telecom
NT International Finance
NTIF

Northern Telecom (Ireland) Limited
Northern Telecom Ireland
Northern Telecom
NT Ireland
DO NOT use NTI as this refers to Northern Telecom, Inc.

Northern Telecom (Middle East) Limited
Northern Telecom Middle East
Northern Telecom
NT Middle East
NTME

Northern Telecom Systems Corporation
Northern Telecom Systems
Northern Telecom
NT Systems
NTSC

Northern Telecom Systems Limited
Northern Telecom Systems
Northern Telecom
NT Systems
NTSL

Northern Telecom (U.K.) Limited
Northern Telecom U.K.
Northern Telecom
NTUK

Bell-Northern Research Ltd.
Bell-Northern Research
Bell-Northern
BNR

Note: BNR's registered corporate name uses the abbreviation Ltd. NOT Limited.

BNR Inc.
BNRI

B-N Software Research Inc.
B-N Software Research
B-N Software
BNSR

NETAS-Northern Electric Telekomünikasyon A.S.
NETAS

Nedco Ltd. and Nedco (1975) Ltd.
Nedco

Note: Both Nedco companies use the abbreviation Ltd. in their registered names.

Nevron Investments Ltd.
Nevron Investments
Nevron

Nevron, Inc.
Nevron

It is acceptable to abbreviated Limited to Ltd. The two forms are interchangeable under the Canada Corporations Act. However, this should be done only if there is a space problem in typesetting that cannot be solved by other means. Otherwise use the registered and proper--form of Limited, wherever it applies.

When referring to Northern Telecom Limited use the noun "corporation" or "the corporation." Use the noun "company" or "the company" when referring to a subsidiary. E.g., Northern Telecom Limited is the parent corporation. Northern Telecom Canada (Northern Telecom Systems) is the principal company in its field.

When using corporation or company in this way the nouns are not capitalized as they are when part of the registered corporate name.

Some Northern Telecom companies in Canada have registered their corporate names in the French language. They are as follows:

Northern Telecom Limited
Northern Telecom Limitée

Bell-Northern Research Ltd.
Recherches Bell-Northern Ltée

B-N Software Research Inc.
Recherches B-N en Logiciel Inc.

Cook Electric Company of Canada Ltd.
Compagnie Cook Électrique du Canada Ltée

Nedco Ltd.
Nedco Ltée

Nedco (1975) Ltd.
Nedco (1975) Ltée

Nevron Investments Limited
Les Investissements Nevron Limitée
Nevron Limitée

Northern Telecom Canada Limited
Northern Telecom Canada Limitée

Northern Telecom International Limited
Northern Telecom International Limitée

Northern Telecom Systems Limited
Les Systèmes Northern Telecom Limitée

Zentronics Ltd.
Zentronics Ltée

Job titles:

Titles are capitalized only when they precede an individual's name or appear in a formal block style. When the title follows the individual's name, or appears as a noun in the body of a communication, it is written in lower case.

John J. Jones, Executive Vice-President
Northern Telecom Limited

John J. Jones, executive vice-president,
spoke to the management group.

The group met with Executive Vice-President
John J. Jones.

The executive vice-president of the company
is John J. Jones.

All references to company officials in internal and external communications must adhere to a consistent pattern for clear identification. The following general rules should be adopted.

Northern Telecom management titles are without prepositions or conjunctions, and are punctuated by commas between the management level designation and the description of the management function.

e.g., manager, personnel and manpower
NOT manager of personnel and manpower
exceptions: chairman of the board
assistant to the vice-president

While it is technically correct to write vice president or vice-president, the Northern Telecom style is with the hyphen: vice-president.

e.g., vice-president, transmission

In all titles the description of the function follows the management designation.

e.g., executive vice-president, operations
group vice-president, subscriber equipment
vice-president, manufacturing
director, engineering
manager, production and inspection
NOT engineering director
production and inspection manager

In all titles any qualification of the management definition is stated first:

e.g., executive vice-president
general manager
division general manager
plant manager
administrative assistant

In all titles where there is a double function, the word, "and," not the ampersand, is used.

e.g., manager, personnel and manpower
NOT manager, personnel & manpower

In all titles, geographic designations follow the functional description and are separated from it by a comma.

e.g., manager, project control, Jamaica
NOT manager, project control--Jamaica

e.g. manager, installation, Eastern Region
NOT manager, installation--Eastern Region

Organization and structure titles:

The parent company is divided into four product groups which are, in turn, divided into divisions.

Capitalize group and division titles when used in full. Do not capitalize when the product or division reference is descriptive or generic.

e.g., Business Apparatus Division

but

The company has one of the industry's fullest product lines in business communications equipment.

Switching Group
Electronic Switching Division

but

Sales of electronic switching equipment are twice as high this year as they were at this time last year.

Protected names (trademarks):

The names of company products which are protected as trademarks must be capitalized in typewritten copy. In type-set material the names must be either capitalized or capitalized and set in a type distinctive from the body copy.

In advertisements the protected name must be capitalized and marked with an asterisk. The asterisk will also be shown at the base of the advertisement or at the end of the body copy, with the notation, "Trademark of Northern Telecom Limited."

Do not use: "Registered Trademark," "Registered Trademark of Northern Telecom" or the circled cap R sign, ®.

In publications such as the annual report, or in major booklets and brochures about the company and its products, the protected names used in the text or in photograph/art captions will be recapitulated as follows:

> "The product names, Contempra, Logic, Companion, Centurion, and Pulse, used in this magazine (report, booklet, etc.) are the trademarks of Northern Telecom Limited."

Administrative Procedure 501.05 shows the form and style of use of the corporate logo and tradename. It also lists the countries in which corporate product names are protected.

Proofreader's marks

The following symbols are proofreader's marks. Use them to correct drafts of articles, press releases, speeches, correspondence and reports. They are also used in the correction of printer's proofs of material to be published.

Symbol	Instruction	Use	Result
⊗ or ⊙	period	He said it⊗	He said it.
^,	comma	Yes^, I will	Yes, I will
=	hyphen	point^device	point-device
——	dash	You go^or shall I?	You go--or shall I?
^:	colon	The winners are^:	The winners are:
^;	semicolon	. . . automobile^; the	. . . automobile; the
'	apostrophe	Dont do it.	Don't do it.
" " ' '	quotations	He said, I see	He said, "I see."
↓	push down space	N rthern Telecom	Northern Telecom
⁀	close up space	Northern Te lecom	Northern Telecom
˅	less space	the tractor	the tractor
∫	separate	the radio link	the radio link
#	insert space	the radiolink	the radio link
^	caret--something to be inserted	Nothern Telecom	Northern Telecom
⌐¬	transpose--should be accompanied by "tr" in margin	tr Telecom Northern	Northern Telecom
tr		tr Northern Telecom	Northern Telecom

Symbol	Instruction	Use	Result
stet	leave in, or let it stand (used when something is inadvertently deleted)	~~Data 100~~ stet	Data 100
¶ or ⌐	paragraph	. . . she said. ¶ But she didn't	. . . she said. But she didn't . . . .
no ¶	no paragraph	. . . . she said. no ¶ But she didn't	. . . . she said. But she didn't . . . .
℘	leave out, or delete	Cook Electric the ~~big~~ cable	Cook Electric the cable
○	around figures or abbreviations means spell out; around words means use figures or abbreviate	(3) (Chas.) (5th) (Northern Telecom) June (second)	three Charles Fifth NT June 2
( )	parentheses	but (it seems) he doesn't know	but (it seems) he doesn't know . . . .
[ ]	brackets	it seems [sic]	it seems [sic]
u.c. or ≡	use capitals (upper case)	northern telecom Northern Telecom	Northern Telecom NORTHERN TELECOM
s.c. or ═	use small caps	Northern Telecom	NORTHERN TELECOM

Proofreader's marks

Symbol	Instruction	Use	Result
l.c. or /	use lower case	Northern Telecom	Northern Telecom
rom.	use roman type	in margin with text circled rom.	
ital.	use italic type	in margin with text underscored ital	
bf	use boldface type	in margin with wavy line under text bf.	
----	underline	Northern Telecom	Northern Telecom
⊐	move to the right	⊐ Northern Telecom	
⊏	move to the left	Northern Telecom ⊏	
⊓	move up	Northern Telecom	
⊔	move down	Northern Telecom	
⊐ ⊏	center on indicated margin	⊐ Northern Telecom ⊏	

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